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2020

# COCKROACH BATTLES

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SPECIAL ADVERTORIAL INSERT



# Harbinger of hope

With Alpine® WSG Water Soluble Granule Insecticide, JP Pest Services restores peace of mind to an account with a longtime German cockroach infestation

**“P**rior to this, they had lost hope.” That’s how Kelsey Breen, ACE, territory manager for Milford, N.H.-based JP Pest

Services described the attitude at a heavily infested multi-residence account. Pest control firm after pest control firm promised to get rid of the German cockroach (*Blattella germanica*) infestation. Then, firm after firm gave up.

By the time JP Pest Services landed the account this summer, there was a lot of skepticism among both management and residents.

“Property managers were not engaged in the partnership,” Breen laments. “Residential cooperation was a problem. After our initial inspection, we knew that a top-to-bottom cleanout was in order.”

As reported in the “War Story,” at right, Alpine WSG Water Soluble Granule insecticide from BASF not only killed cockroaches, it restored hope.

“The result was a very satisfied customer, who was confident in moving forward with a recurring program with JP Pest Services,” Breen reports.

The account has been nearly cockroach-free since. “Managers are now enforcing sanitation policies. They’re able to take pride in the property now.”



Kelsey Breen

## FROM ANTS TO COCKROACHES

Breen says that JP Pest Services first tested Alpine WSG several years ago, focusing on carpenter ants and odorous house ants (*Tapinoma sessile*).

About two years ago, however, the team was struggling with German cockroaches at a few commercial accounts. The buildings were built in the 1800s, and the myriad cracks and crevices, were posing challenges. Breen’s BASF rep suggested trying Alpine WSG.

Breen says his team saw nearly instant success with not only German cockroach accounts, but American cockroach (*Periplaneta americana*) accounts, too.

“The situation dictates our use, of course,” Breen says. “We vacuum as much as possible. But we are using Alpine WSG a lot for both initial and follow-up, in combination with insect growth regulators (IGRs), baiting and dust applications as needed.”

Breen concludes that Alpine WSG is a top choice for several reasons:

## COCKROACH BATTLE

**COMPANY:** JP Pest Services

**BATTLEFIELD:** Residential and commercial

**WAR STORY:** Kelsey Breen, ACE, and his team recently treated a 100-unit apartment complex. Nearly two-thirds of the units were showing at least “moderate” levels of German cockroach activity, and the remaining units were at-risk. The team took over the account after several other pest control firms had tried — and failed — to control the pest population

While Alpine WSG was already a regular German cockroach protocol for JP Services at the time, Breen reports the account was so large, the team decided to use the remainder of another product during the initial cleanout.

After a thorough vacuuming, half of the units were treated with the other product, and the other half — the most-infested units — were treated with Alpine WSG.

“The original intent of this was not a comparison exercise,” Breen points out. “But the results could not be ignored: During our first follow-up service, nearly all the units treated with the other product were still experiencing some level of activity, while virtually all the units treated with Alpine WSG noted significant knockdown or complete remediation.”

During the follow-up services, all applicable units were treated with Alpine WSG, and JP Services reports a nearly 100 percent success rate in the months since.

## WEAPON OF CHOICE

**PROVEN SOLUTION:** Alpine WSG

**WEBSITE:** PestControl.BASF.us

“Effectiveness is No. 1, followed by its knockdown against most labeled pests. Non-repellents are our preferred residual of choice, and Alpine WSG is both stainless and odorless. Plus, it solves logistical problems in cold-weather New England: It won’t break down in vehicle storage at 10° Fahrenheit.”



## A pointed protector

Gentrol Point Source offers the answers  
Arrow Exterminators needed

Inspections are important for most pest management professionals, but for Brad Lee, they have become the most important part of finding a solution. As the pest control manager for Arrow Exterminators in Broken Arrow, Okla., Lee says he believes that the key to controlling a cockroach infestation is finding the source, and then treating it with a product that will not only pack a punch, but will also end the pest's life cycle.

Thirteen years ago, Lee began working for the family-owned Arrow Exterminators as a pest control technician and first experienced Gentrol products from Zoëcon. The more Lee used Gentrol products, the more he realized that these products would be the heavy hitters he had been looking for to take care of difficult cockroach infestations.

"Gentrol is unmatched in breaking the life cycle of German roaches," Lee says. "There is no other product that is as easy to use in any type of account, in my opinion. It

is something you can rely on anywhere, and it works."

The products feature the insect growth regulator (IGR) (S)-hydroprene, which controls insects by interfering with normal hormone levels during development, preventing further growth. For Lee, this means that



**"IT IS SOMETHING THAT IS RELIABLE AND CAN BE USED IN AREAS THAT ARE SENSITIVE, SOMETHING THAT WE USE ON NEARLY EVERY ROACH JOB."** — Brad Lee

he's able to control the infestation before it gets worse.

Arrow Exterminators primarily uses the Gentrol Point Source, a cockroach control device that, according to Lee, is ideal to use in areas that you can't spray or fog because of the presence of food.

Gentrol Point Source works by using a translocating device that, when activated, can treat an area up to 75 feet. Lee finds this

## COCKROACH BATTLE

**COMPANY:** Arrow Exterminators

**BATTLEFIELD:** 70 percent residential and 30 percent commercial

**WAR STORY:** When German cockroaches (*Blattella germanica*) get into the kitchen, it can ruin more than just a family's mood or dinner. Brad Lee, pest control manager for Arrow Exterminators, has seen firsthand how bad a cockroach infestation in a house can be.

"We recently had a home that was severely infested with German cockroaches, and the family just wouldn't empty their cupboards or clean off the counters," says Lee. "They had a lot of competing food sources, so that was almost impossible to actually spray."

Lee knew that he had to do something quickly to control the situation, since the cockroaches were getting into the food and becoming a large problem for the family. He decided the best plan of action would be to use Gentrol Point Source to control the situation, and it paid off.

"We relied heavily on Point Source to be able to break the life cycle and get control of the situation," he says. "Point Source is an amazing product, especially in areas like this where spraying isn't really an option."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Gentrol Point Source

**WEBSITE:** [Zoecon.com](http://Zoecon.com)

particularly helpful when he's treating commercial kitchens.

"I rely on Gentrol products daily to make sure that our cockroach treatments are taken care of in a timely manner," Lee says. "It is something that is reliable and can be used in areas that are sensitive, something that we use on nearly every roach job."



## A family fight

One family-owned business brings cockroach relief with Sumari Insecticide

**W**hen David Sage began working in the pest management industry, he knew he wanted to make a difference for families. In 2011, he opened the doors of Carolina's Best Pest Control in Zebulon, N.C., with the goal of using his military background to "focus on ensuring that each residential



David Sage

or commercial property worked on receives the thorough, high-quality pest extermination service it needs." Nine years later, Sage continues this mindset, treating each pest problem as if it were in his own home.

For German cockroach (*Blattella germanica*) accounts, Sage has long been on the lookout for a product that would pack a one-two punch, combining a long residual with fast action. Earlier this year, his contact at MGK told him about a new product, Sumari Insecticide. After testing it at a few accounts during Sumari's trial phase, Sage realized the liquid insecticide, featuring MGK's NyGuard insect growth regulator (IGR), checked all his boxes for taking care of a cockroach infestation. With no signal word and minimal personal protective equipment requirements (no

gloves, goggles or respirators), the product, featuring the active ingredients clothianidin and pyriproxyfen, is labeled for both indoor and outdoor use on a variety of pests.

"I tested it on German cockroaches and it worked very, very well," says Sage. "When the label officially came out, I put it on all our trucks."

For Sage, getting to the bottom of a cockroach infestation is very similar to how he would approach any general pest account. He starts by inspecting everywhere — within vents, under beds, in cracks and crevices — to determine a possible root cause. After he helps clear out any clutter from the area surrounding the infestation, Sage hits hot spots with Sumari to start the control process.

Throughout the years, Sage says, he has long admired that



## COCKROACH BATTLE

**COMPANY:** Carolina's Best Pest Control

**BATTLEFIELD:** Commercial and residential

**WAR STORY:** Nothing is worse for a model home company than to realize one of its staged homes has a German cockroach infestation. David Sage, owner of Carolina's Best Pest Control, was ready for this issue with his longtime customer, armed with his favorite weapon for cockroach control: Sumari Insecticide from MGK.

"I've had great results with the initial knockdown of Sumari," says Sage. "It can get quick control of the infestation, as well."

After an initial inspection, Sage had the developers remove all furniture so he could find the source of the infestation. After pinpointing an infested piece of furniture as the source, Sage used Sumari to control the outbreak. Three treatments later, and the entire house was under control.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Sumari Insecticide

**WEBSITE:** MGK.com/Sumari

MGK was constantly updating and upgrading products, so that there was never a lull in the protection they offered. From new active ingredients to additional suggestions for handling outbreaks, he adds, MGK offers the support he looks for in a supplier partner.

"MGK is always looking to make their products better, instead of always staying the same," Sage says. "They're great with personal relationships, and letting us know what is coming down the pipeline. They know that insects can become resistant to products used over and over, so they're constantly updating their protocols."



## Partnering for a solution

Bizzy Bee Exterminators relies on two Nisus Corp. products to protect properties from cockroach infestations

**A**lleviating a cockroach infestation begins at the source. Brian Miller, service manager for Bizzy Bee Exterminators in Oxford, Ga., knows if he wants to relieve a customer of these pesky insects, he has to go above and beyond.

“We don’t just go to where the customer says they see the problem,” Miller says. “Of course we check there, but we also do



Brian Miller

a thorough inspection to make sure that we’ve located every place cockroaches may be hiding and other areas that need treatment. We

try to make it more targeted, from the basement to the attic.”

Miller, who has been in the pest management industry for more than two decades, has seen his fair share of cockroach infestations. In the past 20 years, he’s also tried a variety of products. His preference for dealing with a variety of cockroach infestations? Nisus Corp. and its products Niban and Nibor-D.

“The right product makes all the difference in the type of infestation you have,” says Miller, adding that if it’s German cockroaches (*Blattella germanica*), “Nibor-D is a great product to have to combat that infestation because of the multiple-use formula.”

For smoky brown cockroaches (*Periplaneta fuliginosa*) and other labeled species, he says, Niban is his go-to product:

“You can use it in an attic and all over the exterior of a location.”

To fully combat cockroaches, Miller relies on a solid mix of Niban and Nibor-D to alleviate the severity of infestations. The ability to use Nibor-D as a dust, a liquid foam and a mop solution make it a product that is not only versatile, he notes, but also potent for handling the infestation in multiple areas of the account.

### A DIFFERENCE IN APPROACH

For Miller, there’s more to a partnership than just an effective product. Nisus Corp. has shown Miller that no matter the problem, the company will make an effort to approach every situation with a new focus, giving the techs at Bizzy Bee training and on-the-job help whenever needed.

“They’re more than happy to help you with any of their products and any problem you have,” Miller says of Nisus’ customer service. “They help with training, but they also have come to tricky infestations to give guidance and suggestions.”

The partnership between Nisus Corp. and Bizzy Bee allows



## COCKROACH BATTLE

**COMPANY:** Bizzy Bee Exterminators

**BATTLEFIELD:** Residential and commercial

**WAR STORY:** When facing a particularly stubborn German cockroach infestation in a restaurant kitchen, Bizzy Bee Exterminators’ service manager Brian Miller found that approaching the situation multiple ways was key to control. He used Niban and Nibor-D to manage the pests, and results soon followed.

“Niban helped with the initial cleanout, and then we were able to maintain a controlled level using Nibor-D,” says Miller. “Once the restaurant staff really started cleaning up and doing better sanitation, it certainly helped, but Nibor-D sped up the process of eliminating the issue.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Niban and Nibor-D from Nisus Corp.

**WEBSITE:** NisusCorp.com

Miller to focus on business while knowing the products his team is receiving are always quality, and he’ll continue to get results he can promise to customers.

“The biggest thing for our company is the collaboration and the availability Nisus has with us,” Miller says. “We have a great representative that we can reach out to with anything we’re doing and need, anywhere from answering technical questions to coming to the site or our office.”



## A balanced approach

Amen Pest Control finds cockroach success using the Exacticide Power Duster

**A**fter 25 years in the pest management industry, George Blackwell has seen his fair share of cockroach infestations. When he opened Amen Pest Control in Santa Monica, Calif., eight years ago, he did it with the goal of making life a little easier for his customers.

When Blackwell first heard about the Exacticide Power



George Blackwell

Duster from Technicide, he was hesitant to begin using it. As a small business, he was hoping to save money and not invest in big pieces of equipment. However, after testing the Exacticide duster for a few days, he was so impressed that he immediately bought multiple devices for his team.

“You don’t want to go out into the field with a whole bunch of equipment,” says Blackwell. “You want to be able to have a few pieces that perform at a very high rate and are long-lasting. No matter

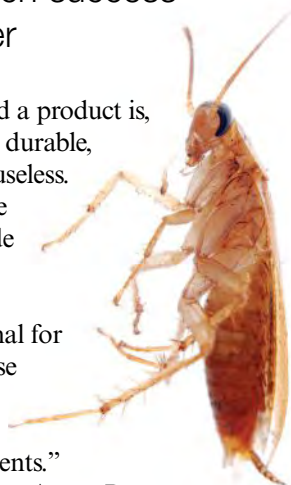
how good a product is, if it’s not durable, then it’s useless.

Using the Exacticide duster has been exceptional for us because it meets all the requirements.”

Because Amen Pest Control focuses mainly on commercial businesses, the team needed equipment that would be discreet, but powerful. The Exacticide Power Duster offered the discretion that Blackwell was searching for, while also becoming a favorite for his techs to use.

“The Exacticide duster gives you a nice, even flow of the product, and even gets the product into the wall in a very clean way,” says Blackwell. “My techs love that when you’re holding the duster, there’s a real balance to it. This makes it much easier to treat places over your head or if you’re bending down.”

For Blackwell, it’s not just the ease of use that makes the



## COCKROACH BATTLE

**COMPANY:** Amen Pest Control

**BATTLEFIELD:** Commercial

**WAR STORY:** When faced with especially severe cockroach infestations, George Blackwell, owner of Amen Pest Control in Santa Monica, Calif., relies fully on the Exacticide Power Duster to alleviate the problem.

“We had an apartment unit where, when you first walked in, you could see about 5,000 German cockroaches,” says Blackwell. “The roaches were coming out of the unit as we walked in.”

After analyzing the situation with his technicians, Blackwell decided to hit the unit hard with something that would not only kill the cockroaches, but deter reinfestation. Using the Exacticide duster, the team was able to get the infestation under control on the spot: “By the time we finished, there were four trash bags full of dead roaches.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Exacticide Power Duster

**WEBSITE:** Technicide.com

Exacticide stand out — it makes his company stand out. He says he believes the customers like seeing such a professional device in use, especially with the success it garners. It also gets the job done fast. These two factors give Amen Pest Control a big advantage over competitors in the Greater Los Angeles, Calif., market, he says.

“My techs are able to treat three times as many apartment units using the Exacticide Power Duster in the time it used to take with our old protocols,” he offers as an example. “The effectiveness and the efficiency are two of the main reasons why I bought it for the company in the first place.”



## A better way to bait

CSI's Doxem Precise and Precision Delivery System enhance cockroach control protocols and efficacy

**A** new product, applicator and process helped Burns Pest Elimination offer customers a more complete plan.

Based in Phoenix, Ariz., the company has locations in Tucson and Mesa, Ariz., as well as Las Vegas, Nev. Its customers are about 75 percent residential and 25 percent commercial, says Technical

Director Jeff Keller, ACE.



Jeff Keller, ACE

The core of Burns' business is multi-family residential, so the team was looking for a way to enhance the baiting process on these properties, especially when it came to treating for cockroaches. German cockroaches (*Blattella germanica*) were the toughest ones to totally eliminate.

"They're known survivors," Keller says.

To combat this pest, the Burns team decided to try Control Solutions Inc.'s (CSI's) Doxem Precise with the Precision Delivery System (PDS). Doxem Precise is a dry, flowable bait formulation that's non-staining and easy to apply. It's specially designed to flow through the PDS, which applies the cockroach bait deep into voids,

cracks and crevices where traditional methods can't reach.

"Within three months of field-testing it, we started rewriting the protocol, and we said we had to put this in the program," Keller says.

Since incorporating CSI's Doxem Precise and the PDS this year, the team has seen a 25 percent reduction in callbacks, he says. Burns technicians have also reported the PDS makes it easier for them to reach areas that normally are hard to bait.

"It's helped us change our processes of how we take over new properties," he says.

Burns Pest Elimination used Doxem Precise and the PDS to alter its protocol in regards to its multi-family housing properties. Instead of treating unit by unit, technicians now treat a building at a time, treating infested units and also uninfested units as a preventative measure.

"We're able to help our clients with a more comprehensive

## COCKROACH BATTLE

**COMPANY:** Burns Pest Elimination

**BATTLEFIELD:** Primarily multi-family residential

**WAR STORY:** The company recently took over a property with 320 units — with more than 200 of those having some type of German cockroach presence, says Jeff Keller, ACE. Following Burns' new protocol with Doxem Precise and the PDS, the team treated one building at a time, instead of a unit at a time.

"Within three months, we were able to go through the whole property," Keller says. "Now, we have very little to no complaints or concerns from residents to the property management group. We really reduced what we were doing per week for this particular property — now just addressing three to five units a week for whatever reason. We've seen this across the board."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** CSI's Doxem Precise and Precision Delivery System

**WEBSITE:** CSI-PDS.com

program," he says. "We're starting them off the right way, allowing us to become quicker problem-solvers."

Between improved customer satisfaction from this new approach and increased opportunities from more people staying home

due to the pandemic, the company has seen double-digit growth over last year.

"Doxem is a product that has been needed for many years, and it goes hand-in-hand with PDS," Keller says. "PDS is lightweight and easy to use. It just allows us to get into more areas we weren't allowed to get into with typical chemistry, like moist or electrical areas."







# PRECISION DELIVERY SYSTEM

## PROFITABLE & PROFESSIONAL

### Reduce Material Cost

- The 4-pack of Doxem® Precise 5-gram containers provides up to 400 applications
- Doxem® Precise remains effective for up to 2 years, reducing reapplications
- Consistent and precise applications, reduces wasted product

### Reduce Labor Cost




- Make applications much more quickly using the Precision Delivery System
- Withstands extreme temperatures, won't freeze or melt in your truck or on site
- Targeted applications increase accuracy of every treatment

### Increase Customer Satisfaction

- No scraping off old crusty gel bait
- Highly professional appearance
- Fast acting and long-lasting efficacy

**A dry flowable cockroach bait**

[csi-pds.com](http://csi-pds.com)

 @cntrlisol  @csipest  @csi\_pest



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